

# TARGET *Social Care*

The leading careers title dedicated to students entering the social care profession



An unbeatable careers  
publication from an  
unbeatable partnership –  
GTI and *Community Care*

**gti** Specialist Publishers

**communitycare**

# TARGET *Social Care*

Giving students the positive picture about careers in social care

TARGET *Social Care* is brought to you by GTI, the most prolific graduate careers publisher in Europe, and *Community Care*, the leading UK magazine for social care professionals.



## Reaching the right students

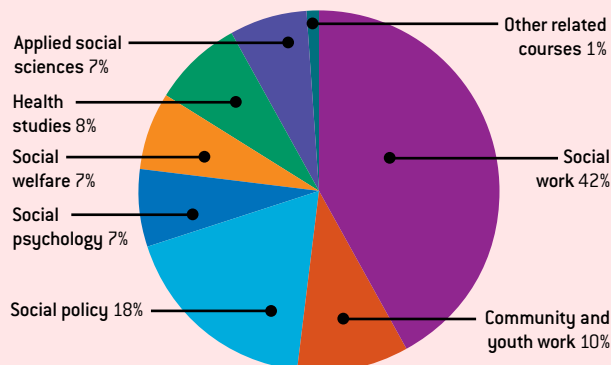
Every copy of TARGET *Social Care* is ordered by and distributed free of charge to named individuals. 26,000 copies will be distributed in January 2007 to:

- every student studying for a social care qualification, via their tutors
- 145 university careers services
- over 180 university departments offering related degrees
- over 15 key social care events such as *Community Care Live London*, *Community Care Live Scotland*, *Community Care Live Children and Families in London and Manchester*, *Community Care Live Adult Care Services*, SOCNOW and the National Public Sector Fair in Sheffield.

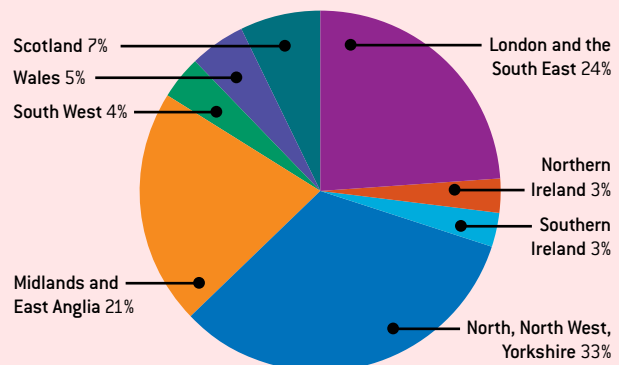
A competition to win a state-of-the-art laptop encourages students to pick up a copy.

## Total breakdown of our 26,000 distribution

### By degree subject



### By region



## Reasons to advertise



- 1 A magazine directory format with display advertising and an A-Z directory of organisations gives you maximum exposure to potential applicants.
- 2 Promote your opportunities in the ideal editorial environment – objective and informative editorial tells readers everything they need to know about careers in social care.



- 3 Advertising package includes an online profile on both [doctorjob.com](http://doctorjob.com) and [communitycare.co.uk](http://communitycare.co.uk)
- 4 Unique, targeted distribution to all relevant and interested students in the UK.
- 5 A shelf life of 12 months.

## What people have been saying about TARGET Social Care

The third edition of TARGET *Social Care* was warmly received by students, careers advisers and social work tutors in January 2006.

**“TARGET *Social Care* is an excellent publication and very popular with our students. They all receive a copy in lectures and tutorials and I always receive positive feedback. It gives students all the information they need to make informed decisions about a career in social care.”**

*June Tilling, Department of Social Work, University of Southampton*

**“TARGET *Social Care* is excellent. It's certainly easy to use and is in a very manageable format. All in all a very useful resource for my students.”**

*Gary Hickman, Postgraduate Admissions Tutor, Department of Social Policy and Social work, University of Birmingham*

**“TARGET *Social Care* provides a comprehensive overview of the entire sector.”**

*Sue White, Careers Information Assistant, Careers Service, University of Plymouth*

**“I enjoyed reading people's experiences in social work in different aspects of their chosen career. TARGET *Social Care* gave me an insight into what I could expect from that area of work.”**

*Sharon Haigh, University of Leeds, Second Year Social Work*

**“I have worked extensively within the child protection area of community work as well as working for a number of cross-community projects and youth. TARGET *Social Care* is informative, well researched, necessary and relevant. You have done what others can't.”**

*Christopher Gordon, University of Ulster, Postgraduate Business Studies*

### About GTI

GTI Specialist Publishers is Europe's leading graduate careers publisher with over 100 publications and the award-winning website [doctorjob.com](http://doctorjob.com).



### About Community Care

*Community Care* is the leading social care publication and together with the website [www.communitycare.co.uk](http://www.communitycare.co.uk) aims to provide a full information service for care professionals in all fields.



# Advertise in TARGET *Social Care*

Recruitment and marketing solutions for all your needs



For more information or to book your advertising call *Community Care* on 020 8652 4726 or e-mail mark.asten@rbi.co.uk

Please deliver copy or artwork to: Jane Anderson, GTI Specialist Publishers, The Barns, Preston Crowmarsh, Wallingford, Oxon OX10 6SL  
 IDSN: 01491 825150 Tel: 01491 828903 Fax: 01491 826401

For editorial and content issues, contact the editorial team at GTI on 01491 828939 or e-mail editorial@groupgti.com

*Community Care*, 12th Floor, Quadrant House, The Quadrant, Sutton, Surrey SM2 5AS

GTI Specialist Publishers, The Barns, Preston Crowmarsh, Wallingford, Oxon OX10 6SL

## The advertising package

### Bronze package at £4550

- Profile page in TARGET *Social Care* 2007 and online profile on [www.communitycare.co.uk](http://www.communitycare.co.uk) and [www.doctorjob.com/socialcare](http://www.doctorjob.com/socialcare) for 12 months

### Silver package at £5550

- Profile page in TARGET *Social Care* 2007 and online profile on [www.communitycare.co.uk](http://www.communitycare.co.uk) and [www.doctorjob.com/socialcare](http://www.doctorjob.com/socialcare) for 12 months
- Full colour display page in TARGET *Social Care* 2007

### Gold package at £6550

- Profile page in TARGET *Social Care* 2007 and online profile on [www.communitycare.co.uk](http://www.communitycare.co.uk) and [www.doctorjob.com/socialcare](http://www.doctorjob.com/socialcare) for 12 months
- Full colour display page in TARGET *Social Care* 2007
- Alternating banner on [www.communitycare.co.uk](http://www.communitycare.co.uk) (in student content area) and [www.doctorjob.com/socialcare](http://www.doctorjob.com/socialcare)
- Logo on two targeted eshots to student database in February and October 2007

### Sponsorship package (one only) at £8550

- Laptop sponsorship of student competition
- Profile page in TARGET *Social Care* 2007 and online profile on [www.communitycare.co.uk](http://www.communitycare.co.uk) and [www.doctorjob.com/socialcare](http://www.doctorjob.com/socialcare) for 12 months
- Full colour display page in TARGET *Social Care* 2007
- Alternating banner on [www.communitycare.co.uk](http://www.communitycare.co.uk) (in student content area) and [www.doctorjob.com/socialcare](http://www.doctorjob.com/socialcare)
- Logo on two targeted eshots to student database in February and October 2007

## Booking information

Booking deadline:	24 November 2006
Copy deadline for both profile and employer pages:	1 December 2006
Publication date:	26 January 2007

## Mechanical data

Full page – bleed: 276 x 196 mm, trim 270 x 190 mm, type area 250 x 170 mm. **Please note this is NOT A4**

### Digital file format in order of preference

- 1 PDF to the PPA's 'pass4press' guidelines. You can download the pass4press job options file from the PPA's website [www.ppa.co.uk/pass4press/index.html](http://www.ppa.co.uk/pass4press/index.html) and place it in your Acrobat Distiller Settings Folder.
- 2 Binary format .EPS files with all fonts outlined and/or embedded; CMYK colour space; colour bitmap images—resolution 300dpi; greyscale bitmap images—resolution 300dpi; monochrome bitmap images (linework)—resolution 1200dpi.
- 3 Adobe Illustrator files saved as .EPS, all text used must be outlined thus removing the requirements for fonts.
- 4 Native QuarkXPress (Macintosh) documents with all elements included along with the Quark file, collected for output.

### Special notes

The file content of electronic supplied artwork is the responsibility of the originator.

### PDFs

- Please note we have specified pass4press settings. On arrival at GTI all PDFs will be checked through Pit Stop creating a report of how the file has been supplied. If the file has not been created as we specified this may correct some errors however it is the responsibility of the creator to make sure the distiller options are set correctly.

### Trapping

- The creator should apply any required trapping (regarding overprinting and knockout), as it can not be applied during production. Specific trapping requirements should be highlighted prior to supply.

### Proofs

- ALL electronically supplied advertisements should be accompanied by a proof. If this is faxed or sent in black and white GTI can only accept responsibility for checking content. Only colour contract proofs can be used for checking colour.

### File transfer we accept

- 1 IDSN +44 (0)1491 825150 please mark with the name of the publication and company name.
- 2 E-mail if less than 10Mb in size to production@groupgti.com
- 3 CD

### Advertisement makeup service

GTI will produce artwork for clients should they require this service. Prices will vary according to content.